

**DEPARTMENT OF CALIFORNIA HIGHWAY PATROL**

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**CONTACT: NORTHERN DIVISION CHP**  
**OFFICER FRANK PARRISH**  
**(916) 225-2715 PHONE**  
**(916) 241-1590 FAX**

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**FOR IMMEDIATE RELEASE**

**CHP AIMS FOR 25% REDUCTION IN HIGHWAY FATALITIES THROUGH**  
**"STRATEGICALLY TARGETED ACCIDENT REDUCTION" (STAR) PROGRAM**

Drivers on northern California highways will receive special attention from the California Highway Patrol (CHP) through a campaign focused on reducing fatalities and injuries. "The Northern S.T.A.R. program emphasizes public education to combat driving behaviors which contribute to property damage, injury, and death," Chief Ed Lafond, Northern Division Commander said.

In 1994, Northern Division, which encompasses California's northernmost 13 counties, represented only two percent of the state's population, but experienced five percent of the fatal collisions. In that year, 140 people lost their lives on northern California highways. The goal of the S.T.A.R. program is to reduce this toll to 105 or less in the twelve-month period of 10/1/97 through 9/30/98.

Special Enforcement Units (SEU) will be a vital part of this multi-faceted program. The SEUs will be composed of officers from the sixteen Northern Division CHP offices. They will be deployed to reduce fatal collisions on rural county roads and state highways. There will also be 40 billboards and 150 traffic safety presentations given as part of the public information and awareness campaign. Concentration on primary collision factors, occupant restraint systems, and driver safety training will be provided by CHP Public Affairs Officers.

"You will see the CHP at fairs, public events, schools, churches, and anywhere people gather, in our effort to help save lives through the Northern S.T.A.R. program," Chief Lafond said. "We ask everyone to join us in this effort to make northern California roadways safer."

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